REMARKS

The examiner rejected claims 1-3, 5, 8-11, 13, 14, 17, 8, 20, 21, 26, 27-29, 31, 34-37, 39, 40, 43, 44, 46, and 47 under 35 U.S.C. 102(b) as being anticipated by U.S. Patent No. 6,487,585 to Yurkovic. The examiner also rejected claims 12 and 38 under 35 U.S.C. 102(b) as being anticipated by Yurkovic, or in the alternative under 35 U.S.C. 103(a) as being obvious. The examiner also rejected claims 1-3, 5, 8, 9, 11, 13-22, 27-29, 31, 34, 35, 37, and 39-48 under 35 U.S.C. 102(a) as being anticipated by U.S. Patent No. 6,636,888 to Bookspan et al., rejected claims 4, 7, 30 and 33 under 35 U.S.C. 103(a) as being unpatentable over Yurkovic in view of U.S. Patent No. 6,457,045 to Hanson et al., rejected claims 6 and 32 under 35 U.S.C. 103(a) as being unpatentable over Yurkovic in view of U.S. Patent No. 6,560,637 to Dunlap et al., and rejected claims 23-25 and 49-51 under 35 U.S.C. 103(a) as being unpatentable over Bookspan et al. in view of Hanson et al.

Applicant amended independent claim 1 to include features, similar to the features recited in now cancelled dependent claims 15 and 16, of transferring program code to a client device configured, the program code configured to cause a browser at the client device to automatically launch. Applicant similarly amended independent claim 27. Applicant amended claims 2-11, 17-18, 20-21, 23-24, 27, 43, 46, and 47 to correct any antecedent basis problems and/or to make the language recited in those claims consistent with the amended claim language of the independent claims. Applicant amended claims 28-34, 36-37, and 43-52 for greater clarity. Applicant also amended claims 19 and 45 to correct a typographical error and claims 15, 16, and 41-42 have been cancelled.

Applicant's amended claim 1 recites "transferring to the client device program code that includes information relating to the media event, the program code configured to cause a browser at the client device to be automatically launched for presentation of the media event based on the information relating to the media event." As explained in the applicant's originally filed application:

> ...at the time of registration, an applet (typically a cookie) is passed to the computer of the attendee, such that this cookie includes information concerning the attendee and the media event that the attendee registered for. Accordingly, at a predefined time prior to the media event (e.g. five

> minutes), a browser program may be launched 250 by the applet resident
> on the attendee's computer.[1]

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> The system and method may be implemented in computer programs
> executing on programmable computers that each includes a processor and a
> storage medium readable by the processor (including volatile and non-
> volatile memory and/or storage elements). Each such program may be
> implemented in a high-level procedural or object-oriented programming
> language to communicate with a computer system and method. However,
> the programs can be implemented in assembly or machine language. The
> language may be a compiled or an interpreted language.[2]

In rejecting claims 15 and 16, which previously recited the feature now appearing in
independent claim 1, the examiner stated:

> Regarding claim 15, Bookspan disclosed a method of claim 14, wherein
> executing the media event includes launching a browser on an attendee
> computer at a predefined time (Column 15, line 56 to Column 16 line 10).

> Regarding claim 16, Bookspan disclosed a method of claim 15, wherein
> an applet resident on the attendee computer launches the browser at a
> predefined time (Column 15, line 56 to Column 16 line 10). (Office
> Action, page 8 lines 3-9).

Applicant respectfully disagrees.

Bookspan describes a program that allows the user to easily schedule a presentation
broadcast from within a broadcast design program. (Abstract, lines 1-4). Specifically, Bookspan
explains:

> A default reminder is 15 minutes prior to the start of the scheduled
> presentation broadcast. The reminder dialog includes a dismiss button 702,
> a postpone button 704, a join NETSHOW button 706, and an open item
> button 708. Users can manually join the presentation broadcast by
> activating the join NETSHOW button, whereupon the event address that
> represents the default page in the presentation broadcast folder is launched
> in the attendee's browser. (Emphasis added, Bookspan, col. 15 line 56- col.
> 16 line 4).

Thus, a user has to manually join the presentation broadcast by activating the "join
NETSHOW" button, thus directing the user's browser to the presentation page. Bookspan,
however, does not automatically launch a browser that presents the broadcast. Bookspan,
therefore, fails to disclose or suggest at least the feature of "transferring to the client device

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[1] Applicant's specification page 6, lines 7-13
[2] Id. page 9, lines 22-28.

program code that includes information relating to the media event, the program code configured to cause a browser at the client device to be automatically launched for presentation of the media event based on the information relating to the media event." Claim 1 and the claims that depend from it are, therefore, patentable over the prior art.

While the examiner did not reject old claims 15 and 16 on the basis of Yurkovic, applicant nevertheless notes that Yurkovic indeed fails to disclose "transferring to the client device program code that includes information relating to the media event, the program code configured to cause a browser at the client device to be automatically launched for presentation of the media event based on the information relating to the media event." Rather, Yurkovic describes a user manually beginning a network-based presentation session by selecting the "enter a session" command on either a moderator command section or on an administration console screen (Yurkovic, col. 6, lines 26-30.) Thus, Yurkovic fails to disclose or suggest at least the feature of "transferring to the client device program code that includes information relating to the media event, the program code configured to cause a browser at the client device to be automatically launched for presentation of the media event based on the information relating to the media event."

Independent claim 27 recites "transfer to the one or more client devices, program code that includes information relating to the media event, the program code configured to cause respective browsers at the one or more client devices to be automatically launched for presentation of the media event based on the information relating to the media event." For reasons similar to those provided for independent claim 1, independent claim 27 and the claims that depend from it are, therefore, patentable over the prior art.

It is believed that all the rejections and/or objections raised by the examiner have been addressed.

In view of the foregoing, applicant respectfully submits that the application is in condition for allowance and such action is respectfully requested at the examiner's earliest convenience.

All of the dependent claims are patentable for at least the reasons for which the claims on which they depend are patentable.

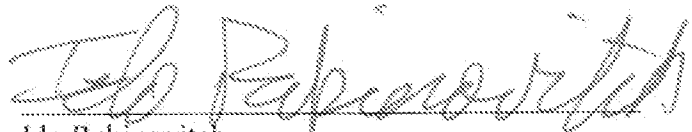Canceled claims, if any, have been canceled without prejudice or disclaimer.

Any circumstance in which the applicant has (a) addressed certain comments of the examiner does not mean that the applicant concedes other comments of the examiner, (b) made arguments for the patentability of some claims does not mean that there are not other good reasons for patentability of those claims and other claims, or (c) amended or canceled a claim does not mean that the applicant concedes any of the examiner's positions with respect to that claim or other claims.

Enclosed please find a Petition for Two Month Extension of Time. The fees in the amount of $225 are being paid concurrently on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other required fees to deposit account 06-1050, referencing the attorney docket number shown above..

Respectfully submitted,

Date: _____   _____

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